(c) The steps being taken by the Government to attract more foreign tourists to India include :—

- Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;
- Focusing on growth of hotel infrastructure particularly budget hotels;
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;
- According greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimizing the PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Conservation of rain water

2402. MS. MABEL REBELLO: Will the Minister of WATER RESOURCES be pleased to state:

(a) how much of rain water goes to the seas annually;
(b) whether Government have any plan to conserve this water;

(c) if so, the details of the proposal; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF WATER RESOURCES (SHRI JAYPRAKASH NARAYAN YADAV): (a) The average annual precipitation is estimated as 4000 Billion Cubic Metre (BCM) in the country. After accounting for the natural process of evaporation etc. the average annual water availability in the country is assessed as 1869 BCM. It is estimated that owing to topographic, hydrological and other constraints, the utilizable water is 1123 BCM. Rest of the water could be considered to be flowing down to sea.

(b) and (c) Several measures for development and management of water resources are undertaken by the respective States Governments which include creation of storages, restoration of water bodies, rain water harvesting, artificial recharge to ground water and adoption of better management practices etc. State Governments conceive, plan and implement major, medium and minor schemes (both surface and ground water) for utilization of water resources. Storage capacity of about 213 BCM has been created so far. As per present assessment, the total estimated storage capacity of the various projects under construction is about 76 BCM. Further, the State Governments have identified various other schemes for investigation and planning and the estimated storage for such schemes is about 108 BCM. Government of India is providing central assistance to the State Governments through various schemes/ programmes, such as Accelerated Irrigation Benefits Programmes (AIBP); Command Area Development and Water Management (CADWM) Programme; National Project for Repair, Renovation and Restoration of Water Bodies directly linked to Agriculture etc. The Government of India also encourages rainwater harvesting and recharge to groundwater for conservation of water.

(d) Does not arise.

Pending proposals of Rajasthan with CWC

†2403. SHRI LALIT KISHORE CHATURVEDI: Will the Minister of WATER RESOURCES be pleased to state:

†Original notice of the question was received in Hindi.